→ All Mgrs that have Any of my Chains

To: Division / District Mgrs.

Sub: Washington ~~Chains~~ DC Based Chains

Ladies & Gentlemen:

As you are aware, I reported to work in the Washington Chain Division on April 5, 1993. Since my reporting date, several of you have been very helpful in communicating various opportunities throughout my chains to assist me in identifing and addressing business building opportunities for our company.

I encourage this type of productive communication and request that our "Team Work" be continious.

For your reference, listed below are chains helgted in the Washington Chain Division #2940 along with a recap of programs I have sold and programs I have pending:

1) NCC-LP Corporate Helgts: (Responsible for all 10 Branch Warehouses)
   - Winston Summer Promotion (sold)
   - AIM (Account Information Marketing): (Pending) this will be part of our 2nd half 1993 Winners Program. AIM will provide us (RSR) with very valuable information on all Retail calls serviced by NCC-LP. SIS information will be updated / maintained with velocity information for all stores through Winston-Salem therefore eliminating the numerous hours

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Source: https://www.industrydocuments.ucsf.edu/docs/fkjn0000

Currently spent by our Sales Reps in Reporting / Maintaining Information via Hand-Held units. This information will provide not only top 25 Brand Information but also Category Analysis, Profitability Analysis Capabilities etc I will Communicate more details when Approved.

2) Giant Supermarkets: (160 stores):

- Winston Summer-Promotion (sold)
- Camel Specialties (sold)
- RJR NSS Flex in Line For Ever Price Carton, Savings Cartons and Spring Local Package sales with promotional toppers. (This set will be implemented For "test" on June 7th):
- Monarchs (I presented - Pending Approval).

3) Safeway Eastern Division (148 stores):

- Winston Summer Promotion (sold)
- Camel Specialties (sold)
- Vantage Ult Convertible Box $5/50' (sold)
- Our private Label Brand - Scotch Buy is undeveloped in this Chain with minimal movement/share. After contacting several Safeway stores, my observations indicate the following:

* Stores that merchandise Scotch Buy, tend Down on a Separate Savings Center - This Fixture is Located in a Poorly Visible Location.

I Am Currently developing New Planograms For this Chain to Incorporate All Carton Sales In One

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Source: https://www.industrydocuments.ucsf.edu/docs/fkjn0000

Locations. And Pursuing Expansion of ECD units. Also I presented profitability Losses on the 3 stores that Currently utilize Carton Vending Machines to Safeway Corporate to hopefully circumvent this current trend of merchandising.

Bold — In the short-term I Ask Each of You to Properly Execute Pricing of our Savings brands (Both Cartons And Packs) as several stores contacted Reflected Poor or no price Execution. Utilize Star Burst / Large Numbers Etc!

Bold — In Addition, several stores have our Full Price Flex Canopy Lights And/or side lights missing or not illuminated. This Should be Un Acceptable Especially since Carton Fixtures have Electrical Power for our ESS units

4) SuperSpeak (140 Stores):

- Winston Summer promotion (sold)
- Camel Specialties (sold)
- Private Label brand is Dm's Shield brands and RJR is not represented in this price tiers. I will present Manners to this Chain.

Bold — * Short term I Ask that we insure accurate sis information For All Stores to include store Volume, Etc! I Need this information to Formulate Appropriate Action Plans For this chain and build business in a Effective / Cost Efficient Manner!

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Source: https://www.industrydocuments.ucsf.edu/docs/fkjn0000

5) 7-11 Chesapeake Corp Division (882 stores):

- Winston Summer Promotion (sold)
- Camel Specialties (sold)
- Camel Bigs (sold)
- Monarchs (sold)

* Trade observations reflect the need for better price communication on our savings brands and better maintenance/execution of full price promotions on our CVC units.

Bold
- Please utilize our various POS items for Monarchs, Decals and Full Price Promotions to gain/maintain good Retail Presence.

As information, I will present a 2 pack special and/or tie in with 7-11 3 pack special to better maintain our promotional units. I will communicate when applicable.

6) Mobil Corp (1448 Stores):

- Winston Summer Promotion (sold)

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- I hope my recent letter explaining our various displays with commodity numbers was helpful. Also, I hope the counter plan-o-grams sent to you were of assistance in gaining appropriate display space for Monarchs, Decal and Full Price.

Bold
- I realize that our "under counter units" provide limited visibility/exposure and I commend many of you

Source: https://www.industrydocuments.ucsf.edu/docs/fkjn0000

For taking self-initiative in contacting Local Supervisors and selling our Prof. Dev. Floor Stands. I Appreciate / Welcome All your Success Stories which may provide me with Assistance At Corporate Level.

Bold

7) Highs of Baltimore - Convenience Chain (134 Stores):

- Winston Summer Promotion (sold)
- Camel Special Lts (sold)
- Camel BIG (sold)
- Austin sold as Exclusive PM/BW Brand. This program was sold by Mr. Jim Farmer and Adm Tim Perry prior to my arrival. - Special thanks to them!

8) Host International (169 Locations)

- Our PCD Counter units are committed under a 3 year contract until 12-31-93.
- Camel Special Lts have been Approved However Final Approval is at Local Level. IF you are successful to stock / place Camel Special Lts on our PCD units please discuss with the Appropriate Person At Store Level And Advise of details so I may persue At Corp. office. It may be A simple problem of inventory, which may require An initial Exchange Sale.

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Source: https://www.industrydocuments.ucsf.edu/docs/fkjn0000

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9). Crown Central Petroleum (156 Stores):

- Permanent Camel Pole Signs were recently installed.
- I presented one 15"x45" pref. Pres. Sign to Co-Exist with PM's OPM.

Please Advise of opportunities Needed Assistance with this chain As they Are Currently Allowing Each Divison to work Autonomously In Approving displays / Programs.

Once Again, my thanks to those of you who Provided me with helpful Suggestions And/or Potential Opportunities.

Sincerely,

Bill Roth
Chain Accts Mgr

IF you have Any suggestions For Further improvements, please Share them with me.

cc AUP Tim Best
RSM Earl Riggs
AMM Jack Borgen

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Source: https://www.industrydocuments.ucsf.edu/docs/fkjn0000